

## □□□□□ A magnificent showroom for the automobile industry



All of the key players from the global automobile industry will be gathering at the 86th Geneva International Motor Show from March 3-13, 2016. This includes all the major manufacturers, plus the top automotive designers and preparation specialists, who will be presenting more than 120 World and European Premiers.

The new app “Salon Car Collector” will enable visitors to find the most energy-efficient models as well as to win a new car! The election of the Car of the Year 2016 will take place before the opening of the Show, followed by two Press Days that will include nearly 70 different press conferences. The Motor Show will open to the public on March 3, 2016 in the presence of

the Swiss National Council Member Alain Berset, Head of the Department of the Interior.

« All of the major manufacturers plus numerous top designers and preparation specialists will be present for the 86th edition, a sign of the confidence that the automobile world has in this event year after year and that reaffirms our place among the 5 most important automobile expositions in the world and the quality of its organisation.” affirmed Mr. Maurice Turrettini, President of the Geneva International Motor Show. Mr. André Hefti, Managing Director, added: “We will have some 200 exhibitors from 30 countries. They will occupy the total 77,323 square metres of the 7 exhibition halls of Palexpo. Between 650,000 and 700,000 visitors will be attending during the eleven days of the event, which makes the Motor Show the most important exhibition in Switzerland.”

« SuisseEnergie », the promotional platform of the Swiss National Energy office and presenting sponsor of the 2016 Motor Show, has developed an « app » called « Salon Car Collector » which enables visitors interested in energy-efficient vehicles to easily find their way to them.

Around 10,000 media representatives from all over the world will make the journey to Geneva. An intensive programme of 67 press conferences awaits them on Tuesday, March 1, 2016. The day before, on February 29<sup>th</sup>, the “Car of the Year 2016” will be elected by a jury of 58 automotive journalists from all over Europe who will make their selection from seven finalists.

On Thursday, March 3, 2016, at 10:00 a.m., the Geneva International Motor Show 2016 will be officially opened by the Swiss Federal Counsellor and Head of the Department of the Interior, Mr. Alain Berset, accompanied by the President of the Geneva Republic and State Council, Mr. Francois Longchamp and Mr. Maurice Turrettini, President of the Motor Show, plus numerous other representatives from the Swiss political, economic, and industrial sectors. The general public can attend during the 11 days of the Motor Show from 10:00 a.m. – 8:00 p.m. during weekdays and from 9:00 a.m. – 7:00 p.m. on the weekends.

A number of special trains will be travelling to and from the Geneva Airport railway station, offering a journey without the stress of driving and parking and with easy access to the Motor Show. The CFF (Swiss Railway Company) will be offering combined travel and entry tickets at reduced prices. In addition, the local bus line number 5 will transport visitors from the centre of Geneva and from the airport directly to the entry doors of Palexpo.

For those driving to the Motor Show, traffic and parking will be managed by the Geneva traffic police who will direct motorists to the 12 different parking locations surrounding Palexpo, where 5,600 parking places will be available during the week and some 10,000 during the weekends. Traffic information can be found on RTS1 FM at 91.2 on your radio. Numerous shuttle buses will ensure a quick trip from the parking locations to the entry to the Show. Visitors coming from France can find parking at the Migros (ex Macumba) parking area in St Julien-en-Genevois (74), which will also be served by shuttle busses.

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